

Brand Product Agency

Shorr & Associates 1831 Chestnut Street Philadelphia, PA 19103

Schedule Dates Contract # Politicai - Federal Candidate (1067) Shorr & Associates (2909) Pol/R Casey/D/US Senate (16759) 10/23/12-10/29/12 338233

Advertiser

Comments Billing Type **Buyer Name** Salesperson **Account Types** Phone/Fax Sales Office BOB CASEY :30 10/23
***** THIS IS A CASH IN ADVANCE SCHEDULE *****, National/Political Standard

Net Total

\$31,917.50

Sales Tax

D'ETTORRE, MICHAEL POL/R CASEY/D/SEN/PA (135597) Telerep/Washington DC Telerep/Washington DC, Washington DC (1040) Order Type CO-OP Package Deal Last Modified Commission Commission % Demo Headline # **Entered By** Date Entered 10/22/12 10/22/12 06389018 Deb O'Keefe 15.00 \$5,632.50 Normal

> By Broadcast Month Oct. 2012 Pittsburgh (WPXI) <u>Spots</u> 29 Rate \$34,800.00

	Nov. 2012 Grand Total:
	-
	32
	\$2,750.00

Accepted		12.0	11.0	10.0	9.0	8.0	7.0	6.0	5.0	4.0	3.0	2.0	1.0	Line
Accepted-Agency/Advertiser:		12.0 Normal Line / Spot	11.0 Normal Line / Spot	10.0 Normat Line / Spot	9.0 Normal Line / Spot	8.0 Normal Line / Spot	7.0 Normal Line / Spot	6.0 Normal Line / Spot	5.0 Normal Line / Spot	4.0 Normal Line / Spot	3.0 Normal Line / Spot	2.0 Normal Line / Spot	1.0 Normal Line / Spot	Line Type / Break Type (Ref #)
		10/23/12-10/27/12	10/23/12-10/26/12	10/23/12-10/26/12	10/23/12-10/26/12	10/23/12-10/26/12	10/23/12-10/26/12	10/29/12-10/29/12	10/23/12-10/26/12	10/29/12-10/29/12	10/23/12-10/26/12	10/29/12-10/29/12	10/23/12-10/26/12	Dates
cri.		4	4	4	w	w	w	w	ω	w	w	w	w	Sec
Date:		:30S	:307	:306	:30 5	:305	:304	:305	:305	:308	:308	:307	:307	Length
Accepted-Station	CON	:30 Sell Pattern- *53a Tu-Sat Late News	:307:30P- WHEEL OF FORTUNE	:30 6:59P- Jeopardy	:30 5:58P- Channel 11 News At 6pm M-F	:30 SP- 5:30P (EST)	:30 4P- Judge Judy 4p	:30 5:59A- Channel 11 News 6am	:30 5:59A- Channel 11 News 6am	:30 8A- 9A (EST)	:30 8A- 9A (EST)	:30 7A- 8A (EST)	:30 7A- 8A (EST)	Run Times
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	INTRA													Su Spots
Date:	CT		2	-	w	w	w	-	4	-	4	-	4	
e:		\$2,000.00	\$1,650.00	\$1,650.00	\$1,300.00	\$1,100.00	\$550.00	\$1,100.00	\$1,100.00	\$800.00	\$800.00	\$850.00	\$850.00	Rate
Comments:		\$2,000.00	\$3,300.00	\$1,650.00	\$3,900.00	\$3,300.00	\$1,650.00	\$1,100.00	\$4,400.00	\$800.00	\$3,200.00	\$850.00	\$3,400.00	Total
		\$2,000.00 Pittsburgh (WPXI)	\$3,300.00 Pittsburgh (WPXI)	\$1,650.00 Pittsburgh (WPXI)	\$3,900.00 Pittsburgh (WPXI)	\$3,300.00 Pittsburgh (WPXI)	\$1,650.00 Pittsburgh (WPXI)	\$1,100.00 Pittsburgh (WPXI)	\$4,400.00 Pittsburgh (WPXI)	\$800.00 Pittsburgh (WPXI)	\$3,200.00 Pittsburgh (WPXI)	\$850.00 Pittsburgh (WPXI)	\$3,400.00 Pittsburgh (WPXI)	Station
		11P NEWS/12	WHEEL/11	JEOPARDY/10	6P NEWS/9	5-S30P NEWS/8	JUDGE JUDY 4P/ 7	6am News/6	6am News/5	Today Show 8-9a/4	Today Show 8-9a/3	Today Show 7-8a/2	7-8a Today Show/1	Comments
		10/22/12	10/22/12	10/22/12	10/22/12	10/22/12	10/22/12	10/22/12	10/22/12	10/22/12	10/22/12	10/22/12	10/22/12	Entered

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicityThis non-discrimination provision is a condition of each advertising contract with this station whether verbal or written

Shorr & Associates 1831 Chestnut Street Philadelphia, PA 19103 WPXI 4145 Evergreen Road Pittsburgh, PA 15214 Brand Comments Billing Type **Account Types** Phone/Fax **Buyer Name** Sales Office Salespersor Product Agency **Schedule Dates** Advertiser Contract # D'ETTORRE, MICHAEL BOB CASEY :30 10/23
***** THIS IS A CASH IN ADVANCE SCHEDULE *****, Teierep/Washington DC, Washington DC (1040) POL/R CASEY/D/SEN/PA (135597) Political - Federal Candidate (1067) Shorr & Associates (2909) Pol/R Casey/D/US Senate (16759) 10/23/12-10/29/12 338233 National/Political Telerep/Washington DC Standard Order Type Package Deal Demo Sales Tax Net Total **Entered By Last Modified** Commission Commission % Headline # CO-OP Date Entered 10/22/12 \$31,917.50 15.00 06389018 8 Deb O'Keefe 10/22/12 \$5,632.50 Normai By Broadcast Month Oct. 2012 Nov. 2012 Grand Total: Pittsburgh (WPXI) Rate \$34,800.00 \$2,750.00 \$37,550.00

accepted		13.0	12.0.4	12.0.3	12.0.2	12.0.1	2
Accented-Accentul Adverticer		13.0 Normal Line / Spot	12.0.4 Closed Preempt	12.0.3 Closed Preempt	12.0.2 Closed Preempt	12.0.1 Closed Preempt	raise : ype / oreax : ype (Net #)
		10/24/12-10/26/12	10/25/12	10/27/12	10/26/12	10/24/12	Dales
		4.					XX
		:30		H			Length
CON		30 10:S9P- CHANNEL 11 NEWS AT 11P					Run limes
FIR	<u> </u>	1					SPW Mo
MAT							to Tu We
2		1					We Th
CONFIRMATION CONTR		1 2					Fr Sa
TRAC		1 - 18					Su Spots
CT		4				8	
		\$2,000.00					Rate
							Total
		\$8,000.00 Pittsburgh (WPXI)	Pittsburgh (WPXI)	Pittsburgh (WPXI)	Pittsburgh (WPXI)	Pittsburgh (WPXI)	Station
		11P NEWS/12	Pre-empt/Exception ·	Pre-empt/Spot -	Pre-empt/Spot -	Pre-empt/Spot -	Comments
		10/22/12					Entered

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